



IZEA INSIGHTS SPECIAL REPORT

Influencer Aspirations

Finding the next wave of social media influencers.

APRIL 2023



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BACKGROUND

For the second consecutive year, we surveyed over 1,200 U.S.-based consumers to help understand who considers themselves influencers, who aspires to become an influencer, and what role influencer marketing plays in the daily lives of consumers.

GOALS

- Provide insights for our partners who are responsible for marketing products and services on digital platforms.
- Educate and assist decision makers who must stay informed on social media and influencer marketing trends to operate their businesses.
- Help all parties understand how the growing creator ecosystem is introducing a wide range of voices who can positively impact influencer marketing campaigns of all sizes.

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Sample Population

U.S. Social Media Users

United States

Geography

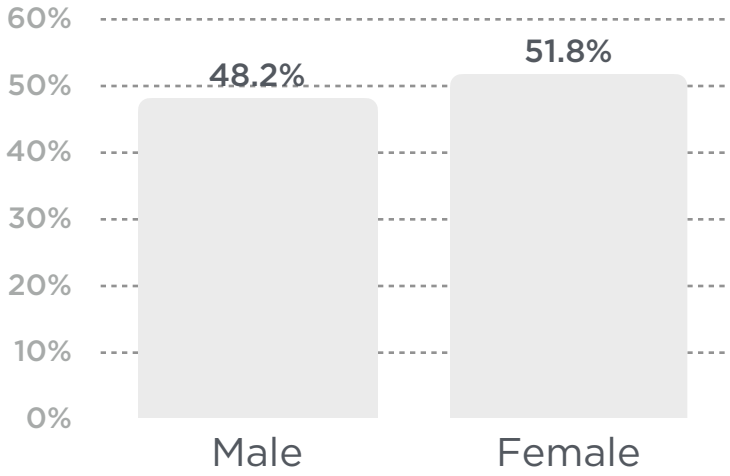
12/15/22
TO
12/16/22

Data Gathered

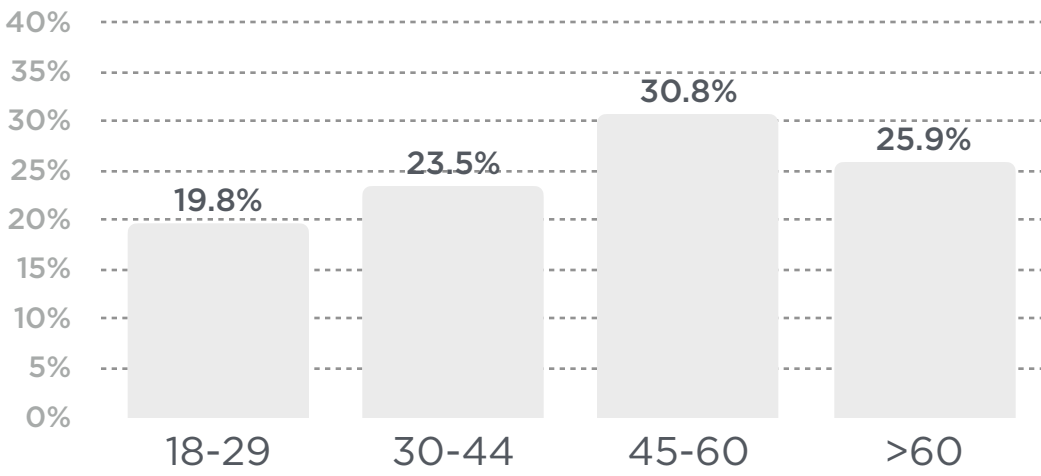
1,299 Qualified Internet Users

All respondents were required to have an internet connection in order to participate in the survey.

Gender

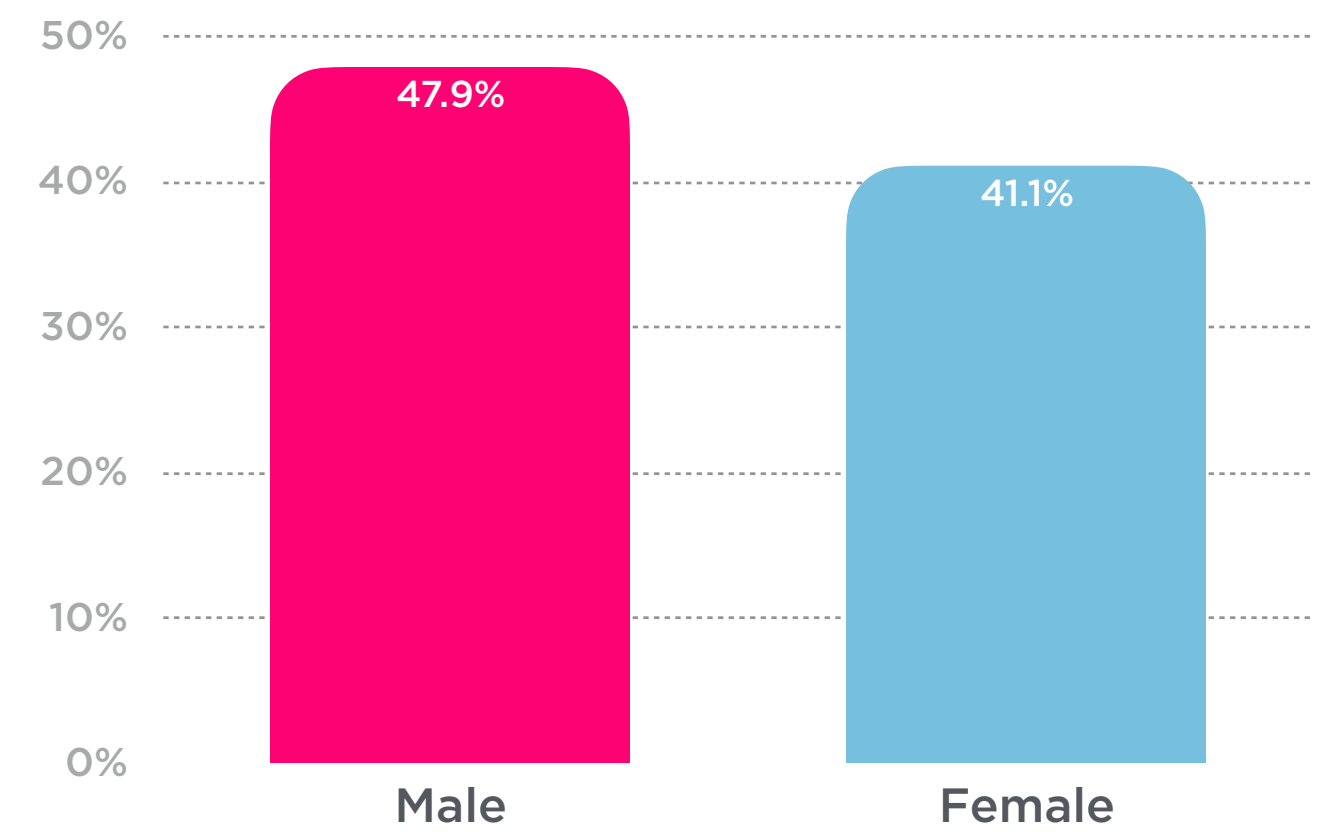


Age

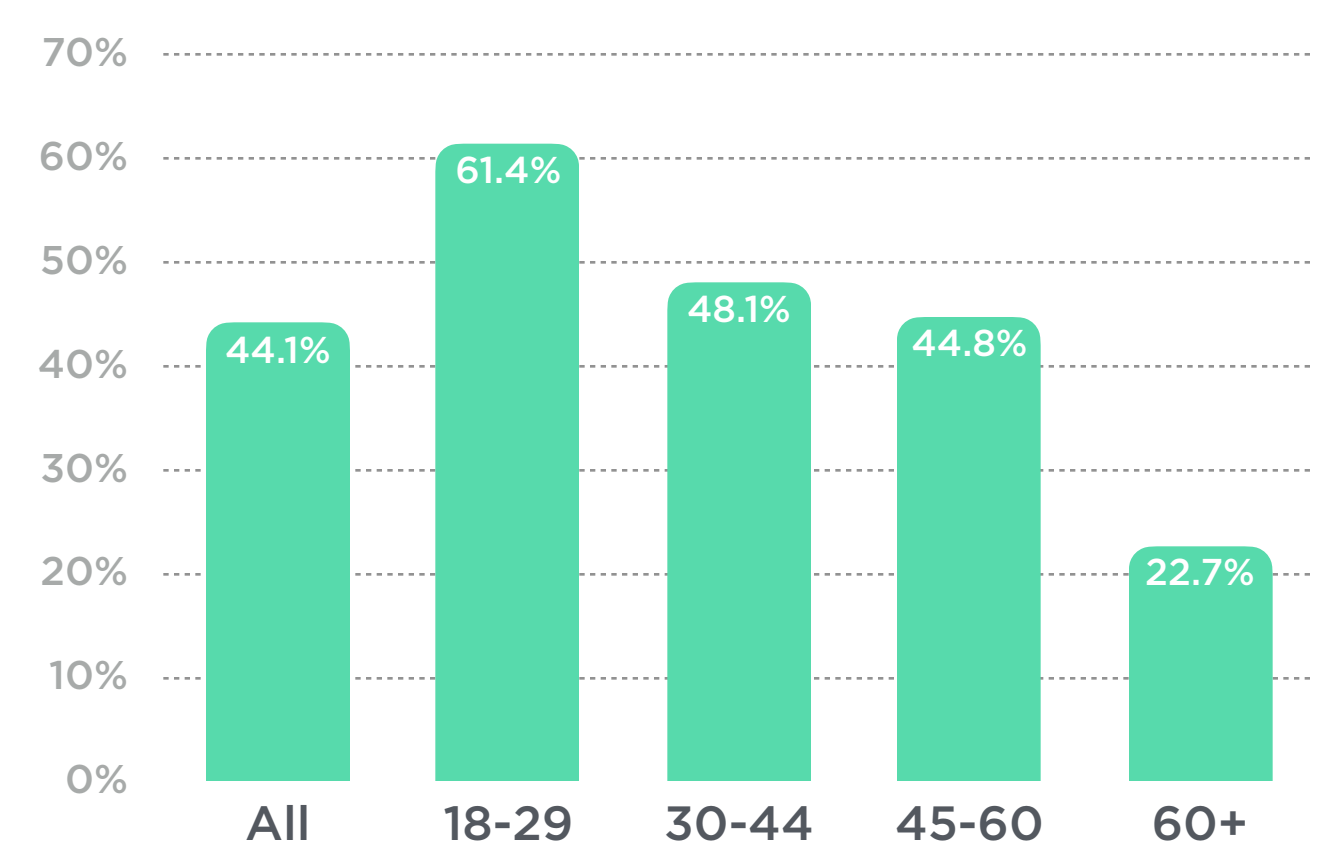




BY GENDER



BY AGE GROUP



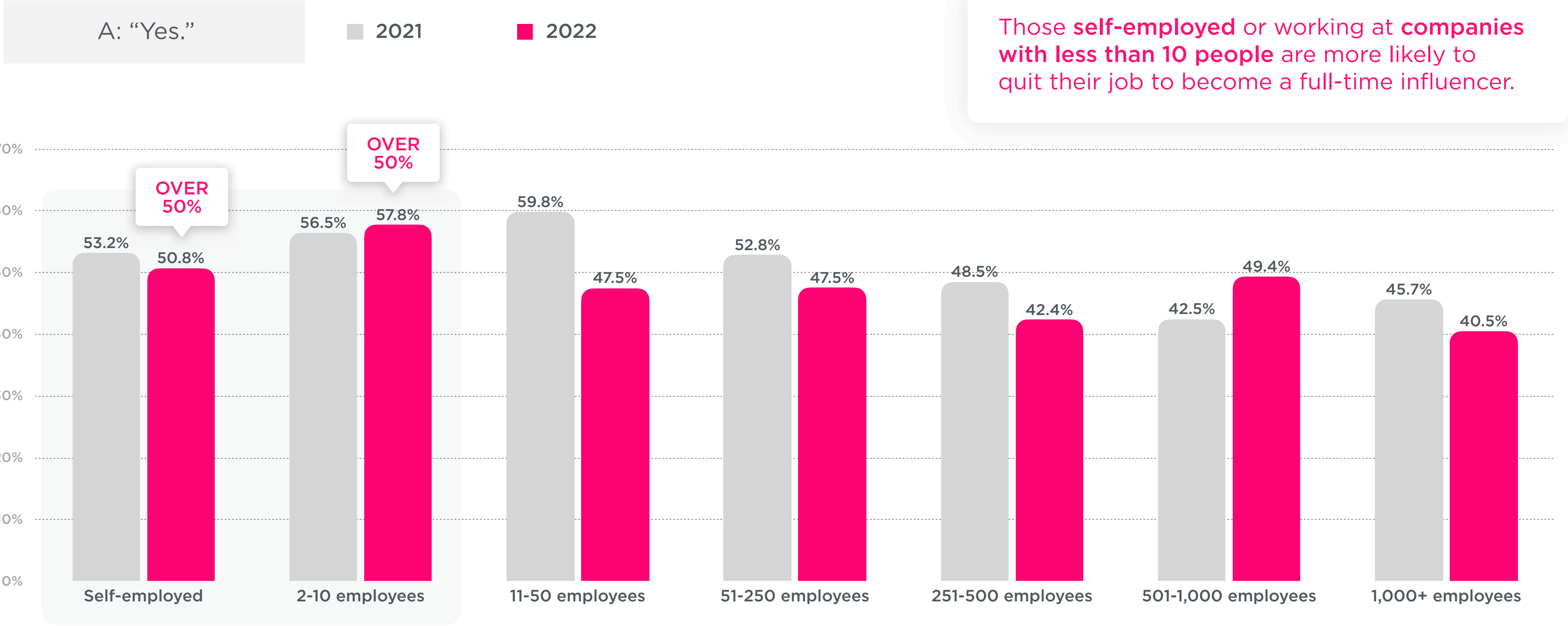
IKEA + @josettehalpert

61%

OF RESPONDENTS
AGES 18-29

would quit their job to
make a living as a
social media influencer.

Q: If you could quit your job and make a living as a social media influencer, would you?





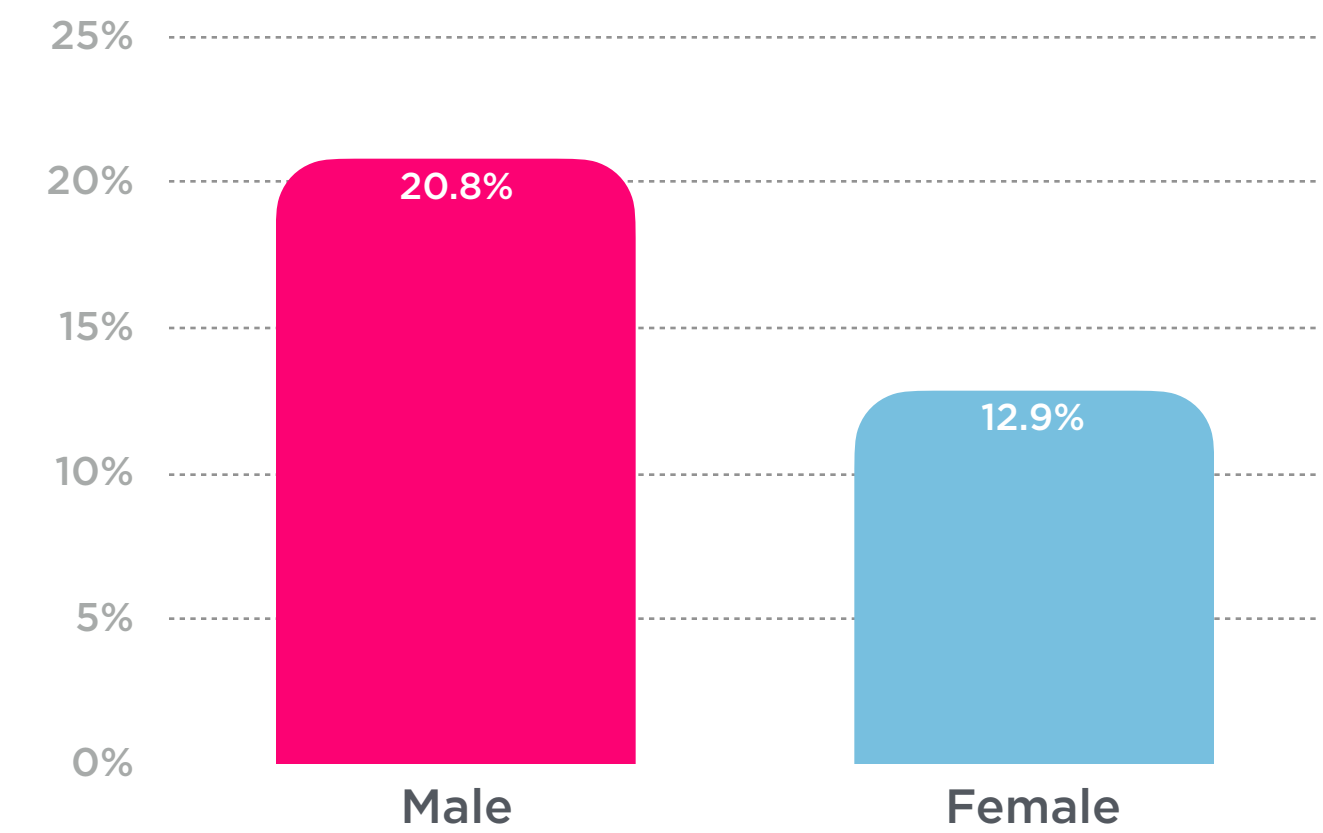
Adidas + @rrayyme

22%

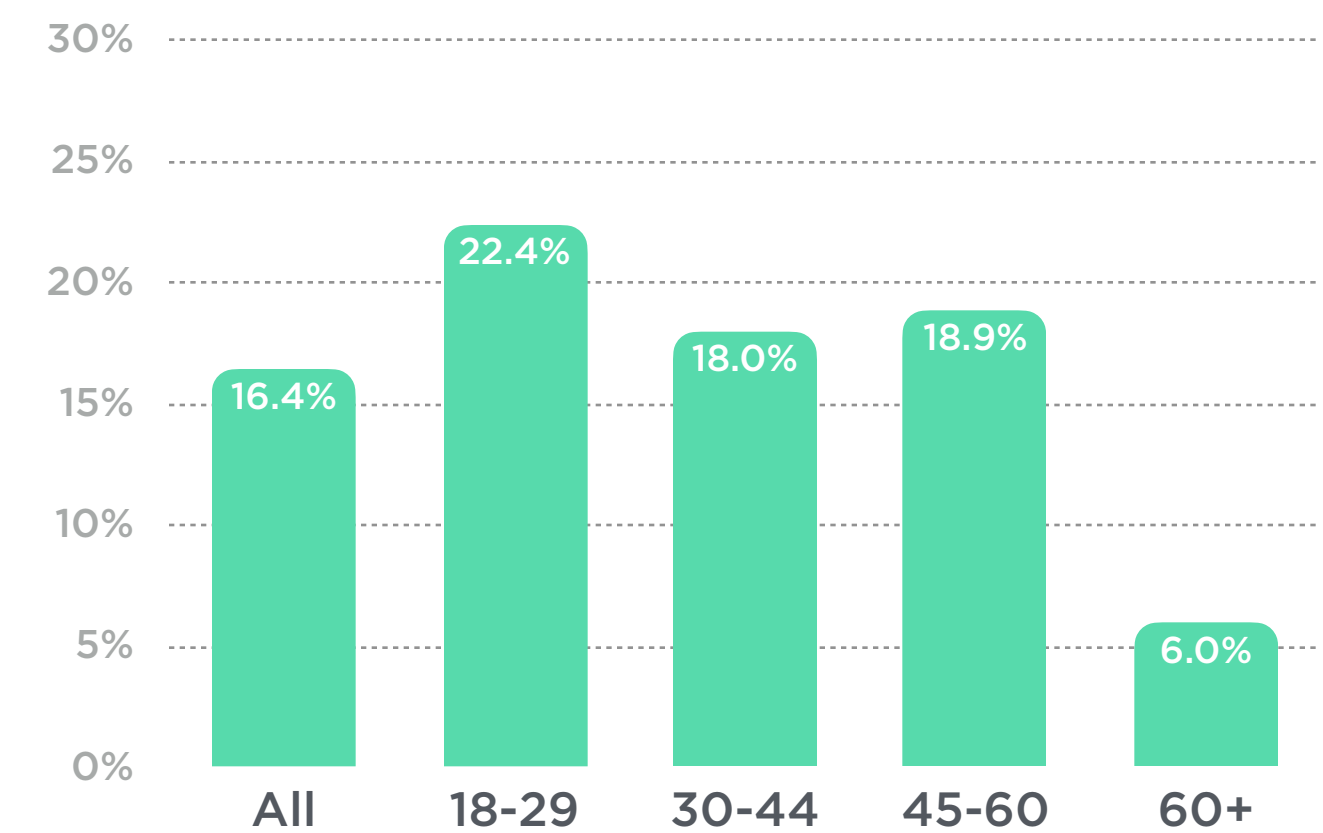
OF ALL RESPONDENTS
AGES 18-29

consider themselves
social media
influencers.

BY GENDER



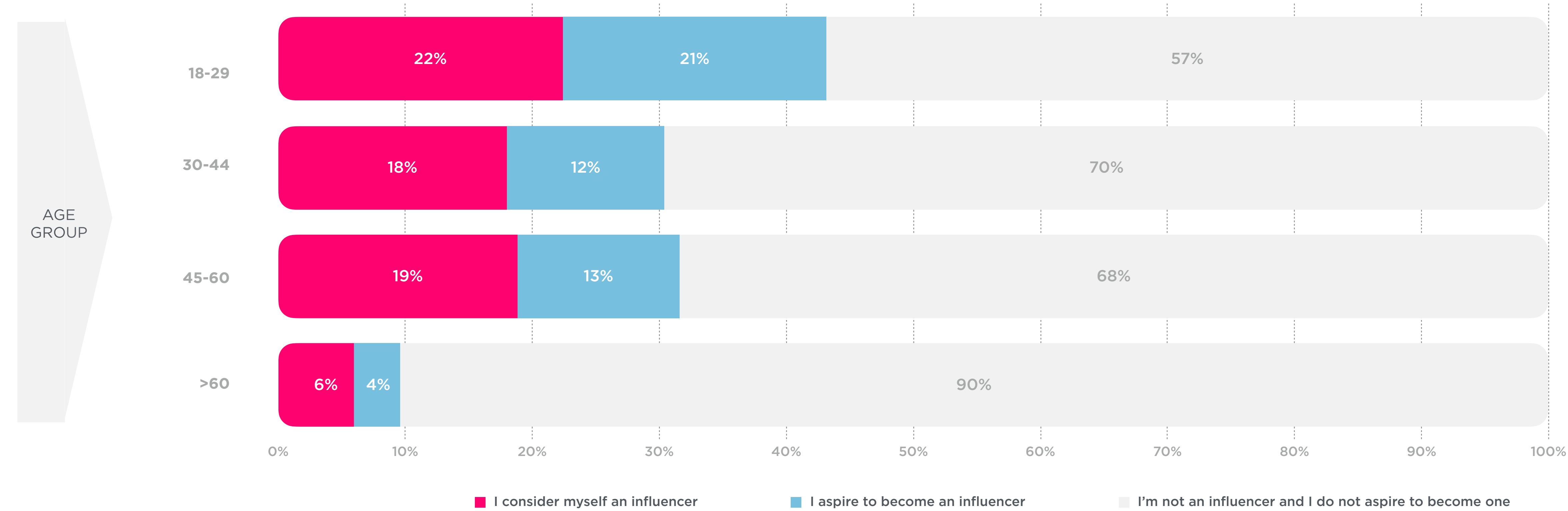
BY AGE GROUP



Those ages 18-29 and 45-60 are more likely than other age groups to be or want to be social media influencers.

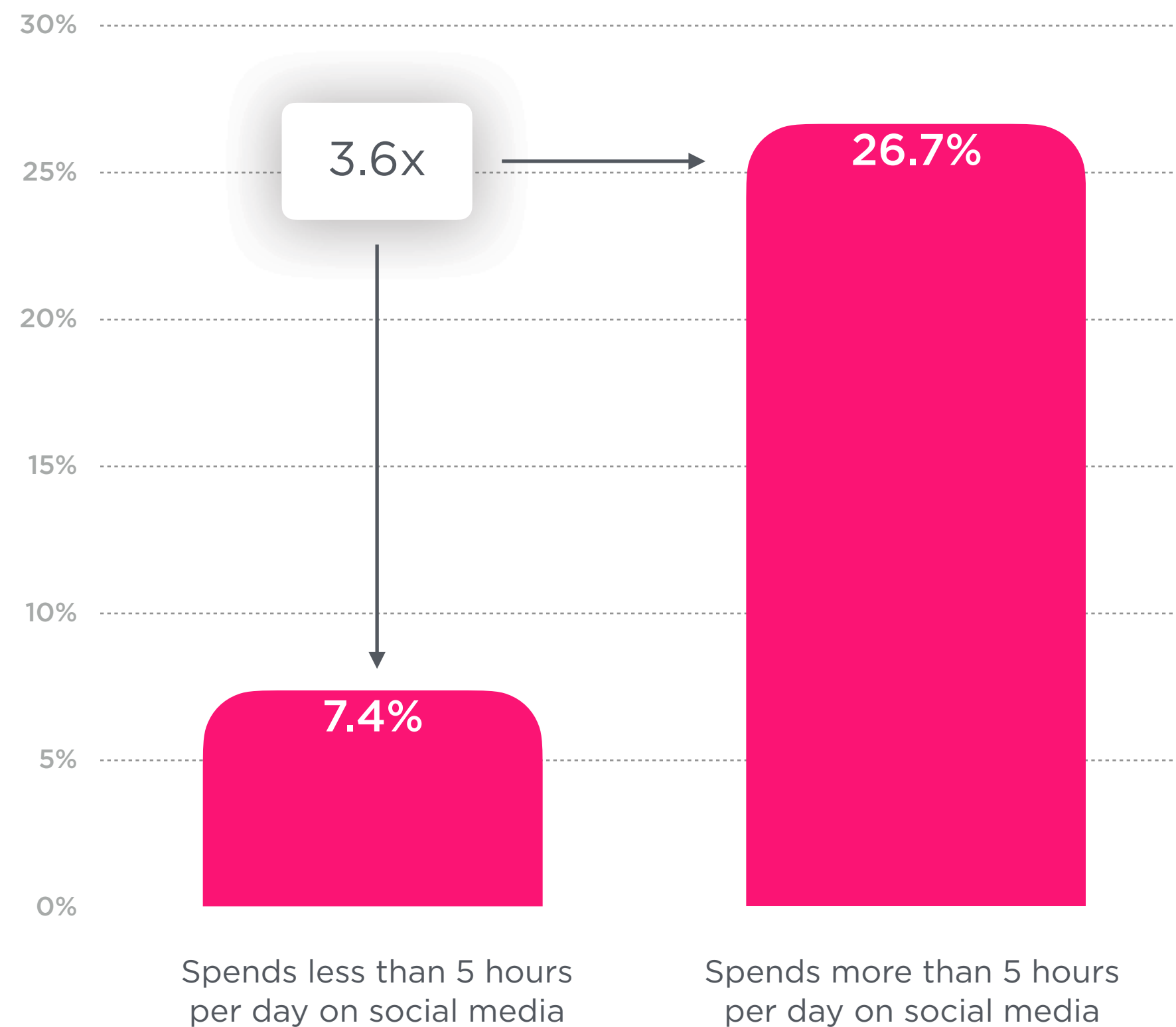


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Q: Have you ever been paid (or received items as payment) by a brand to make social media posts?

A: "Yes."



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Put in the work. Get paid.

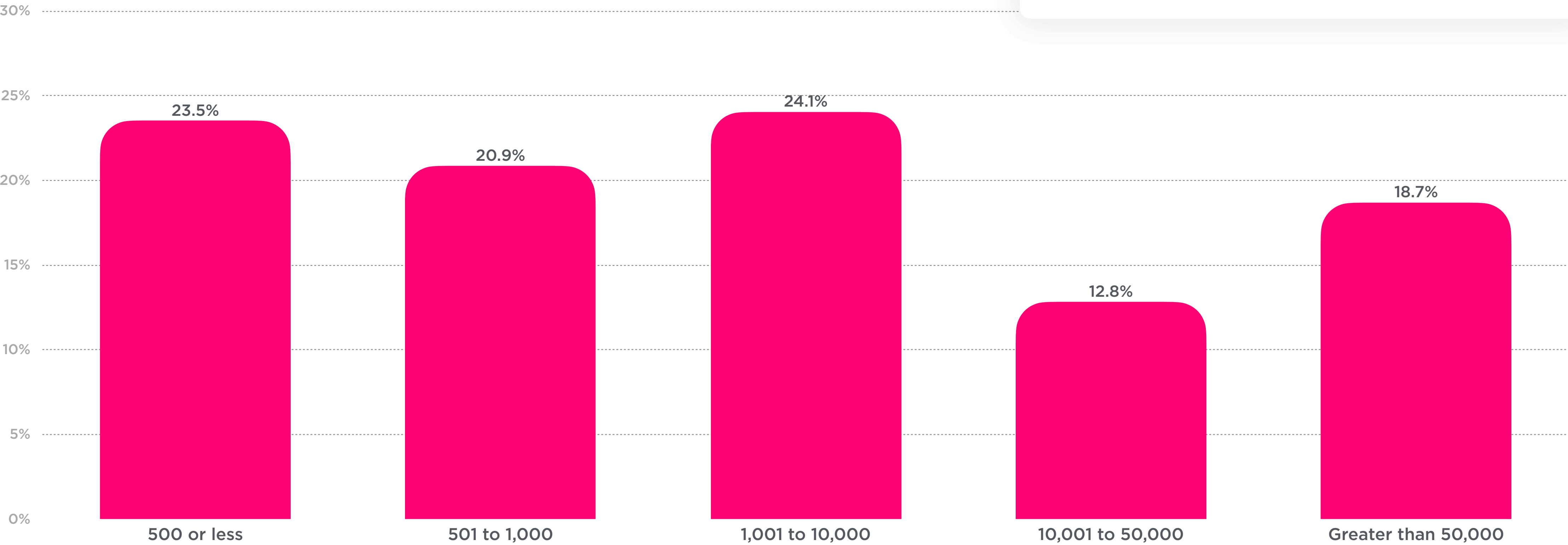
Consumers who **spend more than 5 hours per day** on social media are **3.6 times more likely to be compensated by brands** to post online.

Q: How many people follow you on social media?



Small, but mighty. 45% of social media influencers surveyed have less than 1,000 followers.

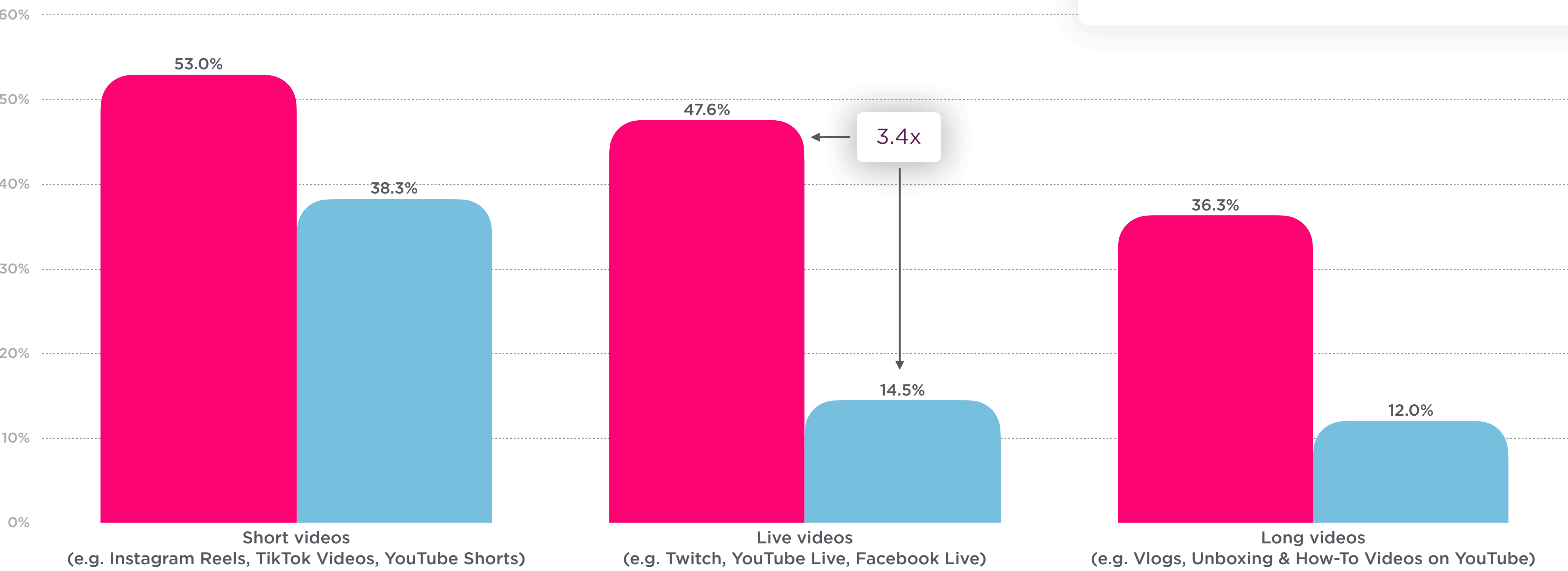
■ Influencers



Q: Which of the following content types do you create to post on social media?



■ Influencers ■ Regular Social Media Users

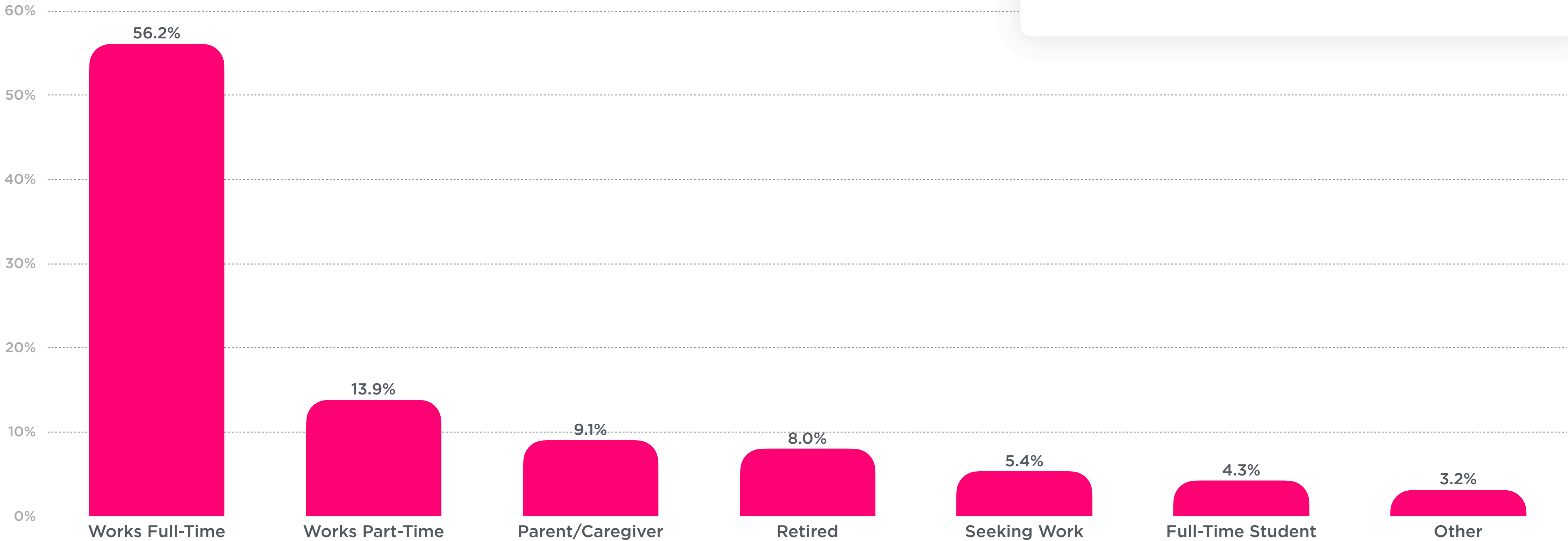


Influencers are 1.4 to 3.4 times more likely to post video content than regular social media users.

Q: What best describes your employment status?



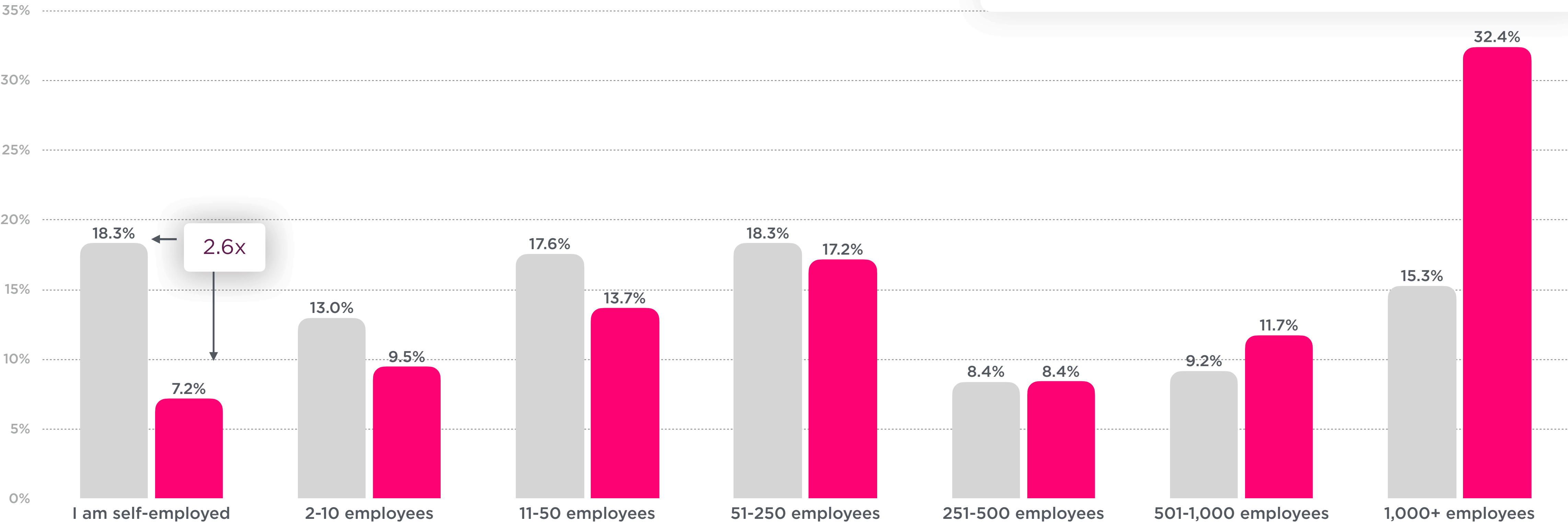
■ Influencers



Q: What is the size of the company you work for?



■ Influencers ■ Regular Social Media Users



Influencers are 2.6 times more likely to be self-employed than other social media users.



For additional research visit:

izea.com/resources

